



## **Australian Press Council is trialing artificial intelligence (AI)**

The Australian Press Council is trialing artificial intelligence (AI) as a means of supporting and assisting in its complaints handling processes and general business operations.

All trials are being conducted in accordance with a set of ethical principles, which are available [here](#). During these trials, the Australian Press Council will be using licensed versions of the AI solutions being trialed, and not public or consumer versions. No personal data of complainants will be entered into any AI solution, although in the case of primary complainants, this may be discernable from the material complained about and the details of the complaint.

If the Council decides that AI should be adopted for ongoing use, this will be transparently disclosed and explained to the public and to all complainants.

It is important to note that any use of AI by the Council does not use AI to make decisions on whether complaints should be accepted, how complaints should progress through the complaints handling process, or whether complaints are rejected as out of scope. All decisions on all complaints are made by staff and members of the Council, who remain fully responsible for those decisions.

More information about the Australian Press Council AI trial is available [here](#).